

## Becoming an Eco-Efficient Business

### What is eco-efficiency?

Eco-efficiency is a practical and systematic approach to setting and achieving environmental performance objectives in business.

It is a management philosophy which encourages businesses to become more competitive, more innovative and more environmentally responsible.

It means "doing more with less." It's about creating quality products and services while reducing resource use, waste and pollution along the entire value chain.



- It is more than just meeting environmental regulations. It is not only about managing waste and pollution after a business is created, it is about businesses that prevent and minimize waste in the first place.
- Eco-efficiency links environmental performance to financial performance: more efficient processes save money and benefit the environment.

### Benefits of eco-efficiency for small and medium-sized companies

Reduced inefficiencies and waste  
Lower operating costs or increased revenue  
Improved quality  
Better customer, staff and supplier relations  
Enhanced business image  
Reduced environmental liabilities  
Improved regulatory compliance  
Continuous improvement of processes and practices  
Improved workplace safety and employee health  
Improved bottom line  
Reduced environmental impact

### Seven ways to be a more eco-efficient business

- Reduce the amount of material required in the production of your goods and services.
- Reduce the amount of energy required in the production and delivery of your goods and services.
- Reduce toxic emissions.
- Design your products to be recyclable.
- Maximize the use of renewable resources in the production and delivery of your products and services.
- Design products that are durable and easier to repair.
- Design products that serve multiple purposes and that can be easily upgraded.

### ACOA and eco-efficiency

- At ACOA, we believe that a healthy environment is essential to the development of a strong, growing and sustainable economy. We are committed to protecting the environment of this region by promoting sustainable businesses and communities in Atlantic Canada and by setting an example in the environmental management of ACOA's own operations.
- As part of its project assessment process, ACOA requires that all projects conform with the environmental guidelines set out in the *Canadian Environmental Assessment Act*.

### Where do you go from here?

There are numerous agencies and organizations available to help your business become more eco-efficient. Check out the *Tools for Business* listed on the ACOA Web site at <http://www.acoa-apec.gc.ca/e/sustain/tools.shtml>

You can also contact the ACOA office nearest you.

- New Brunswick: 1-800-561-4030
- Prince Edward Island: 1-800-871-2596
- Newfoundland and Labrador: 1-800-668-1010
- Nova Scotia: 1-800-565-1228
- Enterprise Cape Breton Corporation: 1-800-705-3926

Web site: [www.acoa-apec.gc.ca](http://www.acoa-apec.gc.ca)

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## Devenir une entreprise écoefficace

### Qu'est-ce que l'écoefficacité?

- L'écoefficacité est une approche pratique et systématique que les entreprises peuvent adopter pour établir et atteindre leurs objectifs en matière de rendement environnemental.
- C'est une philosophie de gestion qui encourage les entreprises à devenir plus concurrentielles, plus innovatrices et plus responsables sur le plan environnemental.
- L'écoefficacité incite à « faire plus avec moins », à créer des produits et des services de qualité en utilisant le moins de

ressources possible et en évitant le gaspillage et la pollution tout au long de la chaîne de valeur.

- L'écoefficacité, c'est bien plus que le simple respect des règlements. Il ne suffit pas de gérer les déchets et la pollution après coup. Les entreprises écoefficaces évitent ou limitent le gaspillage.
- L'écoefficacité établit un lien direct entre la performance environnementale et le rendement financier : l'amélioration des procédés offre des avantages financiers et écologiques.



### Les avantages de l'écoefficacité pour les PME

- Réduction du gaspillage et des pratiques inefficaces
- Réduction des coûts d'exploitation ou production de recettes
- Amélioration de la qualité
- Amélioration des relations avec les clients, le personnel et les fournisseurs
- Amélioration de l'image de l'entreprise
- Réduction du passif environnemental
- Amélioration de la conformité aux règlements
- Amélioration continue des pratiques et des procédés
- Amélioration de la sécurité au travail et de la santé du personnel
- Amélioration de la rentabilité
- Réduction des répercussions sur l'environnement

### L'écoefficacité : sept façons d'y arriver dans l'entreprise

- Réduire la consommation de matières pour la production de biens et de services.
- Réduire la consommation d'énergie pour la production de biens et de services.
- Réduire les émissions toxiques.
- Concevoir des produits pour qu'ils soient plus facilement recyclables.
- Maximiser l'utilisation de ressources renouvelables dans la production et la fourniture de vos produits et services.
- Accroître la durabilité des produits et les rendre plus facilement réparables.
- Concevoir des produits à usages multiples qui peuvent facilement être mis à niveau.

### L'APECA prend à coeur l'écoefficacité

- À l'APECA, nous croyons qu'un environnement sain est essentiel au développement d'une économie prospère, durable et en croissance. Nous voulons protéger l'environnement de la région en donnant l'exemple par la gestion écologique des activités internes de l'APECA et en favorisant la durabilité des entreprises et des collectivités de la région de l'Atlantique.
- Dans le cadre de son processus d'évaluation des projets, l'APECA exige que tous les projets qui lui sont soumis respectent les lignes directrices relatives à l'environnement énoncées dans la *Loi canadienne sur l'évaluation environnementale*.

### Qu'est-ce que vous pouvez faire?

De nombreux organismes peuvent vous aider à améliorer l'écoefficacité de votre entreprise. Allez voir les *Outils d'affaires* proposés dans le site Web de l'APECA, à <http://www.acoa-apeca.gc.ca/f/sustain/tools.shtml>

Vous pouvez aussi communiquer avec le bureau de l'APECA le plus près de vous.

- Nouveau-Brunswick : 1-800-561-4030
- Île-du-Prince-Édouard : 1-800-871-2596
- Terre-Neuve-et-Labrador : 1-800-668-1010
- Nouvelle-Écosse : 1-800-565-1228
- Société d'expansion du Cap-Breton : 1-800-705-3926



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